

MANUFACTURING EXTENSION PARTNERSHIP

Success Stories from the Field

Prime Tanning Corp

Missouri Enterprise

Customer Satisfaction Measurement Program

Client Profile:

Prime Tanning Corp. is a major international processor and supplier of animal hides, primarily from cattle. The company is based in St. Joseph, Missouri. The majority of the hides are supplied to Prime Tanning from major beef packing facilities. The client sells its product in 60 different countries. A large portion of the company's business is with customers who are located in the Far East. Prime Tanning has 400 employees.

Situation:

The key objective in Prime Tanning's current Business Improvement Plan is the development of a customer satisfaction measurement program. The objectives of the customer audits are: 1) to identify and monitor customer requirement; 2) to gather satisfaction information on the client's products and service; 3) to gain knowledge of how the customer views the client and its products; 4) to identify the expectations of the customer; and 5) to gather key information to help improve quality problems. Prime Tanning contacted Missouri Enterprise, a NIST MEP network affiliate, for assistance.

Solution:

Missouri Enterprise worked with Prime Tanning personnel to develop a unique customer satisfaction measurement program. A survey process will be utilized. However, the sales staff will deliver the survey and work with the customer in completing it. This does eliminate the goal of anonymity in surveys, but because of the language and cultural barriers, appears to be the best solution. The survey was developed and tested. After the testing, a few changes were made and will be completely utilized.

Results:

- * Identified opportunities for improvements with customers.
- * Anticipated \$7 million in sales over next five years.

Testimonial:

"We identified some major efforts that we felt we needed some outside help on. Missouri Enterprise helped us get our arms around how we should conduct customer satisfaction measurement and long-range planning. We are beginning other activities with them now in order to reduce our manufacturing costs. We would highly recommend Missouri Enterprise to others."

Gary Gagnon, V.P General Manager